

MARLBORO TEAM PENSKE/MARLBORO RACING
MONTHLY STATUS REPORT
APRIL 15, 1997

Marlboro Racing News:

- * Serviced photo of drivers at Michel Richard Luncheon and with Jerry Seinfeld to MRN for publications to download.
- * New subscribers
L.A. Daily News, Bill Schlotter. Forwarded name to Jim Thompson to begin service
Gannett News Service, Tom Sotero. Forwarded name to Jim Thompson to begin service.

Pit Notes:

- * Pit Notes, issues 12 - 16, have been distributed to motor sports beat writers on West Coast on a regular basis every Monday afternoon. Pit Notes distributed by BNC are edited so that they come directly from BNC.

Media Mailings:

- * Michel Richard VIP Luncheon Invitations
+ Distributed to all Southern California sports journalists as well as food writers and off-sports lifestyle reporters.
- * Marlboro Team Penske Media Hospitality Area VIP Passes
+ Distributed to the following L.A. area motor sports journalists:
 - 1) Los Angeles Times, Shav Glick
 - 2) Los Angeles Times, Mike Kupper
 - 3) Los Angeles Times, Jim Hodges
 - 4) Los Angeles Daily News, Bill Schlotter
 - 5) Orange County Register, Lee Scheide
 - 6) Orange County Register, Marty Evans
 - 7) Daily Breeze, Brian Patterson
 - 8) Riverside Press Enterprise, Jim Short
 - 9) Long Beach Press Telegram, Allen Wolfe
 - 10) Long Beach Press Telegram, Doug Krikorian
 - 11) Long Beach Press Telegram, John Woolar
 - 12) San Bernardino Sun, Nate Ryan
 - 13) Grunion Gazette, Kurt Helin
 - 14) San Diego Union Tribune, Bill Center
 - 15) Road & Track, Bob Judd
 - 16) Auto Week, Mark Vaughn
 - 17) San Gabriel Valley Times, Steve Ramirez

Page 2.

March Status Report

- * Toyota Grand Prix of Long Beach Media Folders
+ Distributed to all West Coast motor sports journalists

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Press Releases/Media Alerts/Program Stories:

- * Drafted and serviced media alert to motor sports writers for Al Unser Jr. Los Angeles media luncheon on March 26.
- * Drafted and serviced media alert, menu and chef's bio to invited guests for Michel Richard VIP luncheon at Long Beach.
- * Serviced MTP Logistics Numbers release to all special sections as well as Events for future races.
- * Coordinated with CART media alert of arrival of MTP cars at LAX from Australia to all Southern California media outlets.
- * Drafted and serviced quotes from AUJ regarding computers and racing to select media outlets as well as Events for future use.
- * Drafted and serviced media alert regarding PT media day at Go-Kart track to all Southern California media.
- * Serviced Portland program stories and photos to race promoter.

Off-Sports Outstanding Media Pitches:

- * *People Magazine*
 - + Serviced photo editor with photo of AUJ and Jerry Seinfeld from Sunday in the pit. Indicated the Magazine would run the photo in the April 28th issue.
- * *Los Angeles Times*
 - + Food writer Charles Perry covered the Michel Richard Luncheon on Friday. He indicated he was writing on the Luncheon in his Wednesday, April 16th column.
- * *Live Magazine*, Charlie Holland
 - + - Followed-up on information sent to her at her request and was told she no longer worked at the publications. Starting over looking for new contact at magazine.
- * *Continental Profiles Magazine*
 - + Does not fit into their editorial calendar for this year.
- * *Los Angeles Magazine*
 - + Chose not to run photo of car in "52 weekends" article.
 - + Repitching ideas to coincide with Marlboro 500.
- * *RV West*
 - + Pitched on AUJ motorhome story. Not interested.
- * *Esquire*
 - + Not interested in racing, economic impact or either driver for a story.
- * *Buzz Magazine*
 - + Was not interested in covering the Michel Richard Luncheon.
- * *L.A. Times Magazine*
 - + Was not interested in covering the Michel Richard Luncheon.

2070107249

March Status Report

Scheduled Media Day Summaries:

- * AUJ fulfilled the following requests regarding Home Improvement appearance:

Entertainment Tonight

UPI, Vernon Scott

- * Long Beach Grand Prix Media Day/Los Angeles (AUJ/March 26)

- + The following journalists attended the luncheon:

Orange County Register, Lee Scheide

Orange County Register, Stephen Lynch

Orange County Register, Chris Monahan

Los Angeles Daily News, Bill Schlotter

Long Beach Press Telegram, Allen Wolfe

Riverside Press Enterprise, Jim Short

San Bernardino Sun, Nate Ryan

San Gabriel Valley Tribune, Steve Ramirez

Grunion Gazette, Kurt Helin

Daily Breeze, Brian Patterson

Automobile Magazine, Mark Vaughn

KLOS-FM Radio, Joe Benson (taped interview)

Racing Information Systems, Mike Hollander

AUJ fulfilled the following electronic media requests while in L.A.:

RPM2 Night/ESPN, Larry Holme

Fox Sports Net, Paul Rudy

KABC TV, Rob Fukazaki

KTLA TV, Ed Arnold

KNBC TV, Mike Cunningham

XTRA-AM Radio, Lee Hamilton (live interview)

KIIS-AM Radio, 'Vic the Brick' (live interview)

Crook & Chase on CBS (aired 3-28)

Other media day interviews:

Reading Times, Terry Bickhart

St. Louis Post Dispatch, John Sonderegger

San Diego Union Tribune, Bill Center

Albuquerque Journal, Dennis Latta

- * Long Beach Media Day (PT/April 10)

- + The following journalists attended the Go-Kart event to talk to Paul:

Long Beach Press Telegram, John Woolar

Racing Information Systems, Mike Hollander

Road & Track, Bob Judd

KTLA-TV, Steve Parker

KLON-FM, Nick Roman

KCAL-TV, Jon Ireland

Beckett Publications, John Blausey

Beckett Publications, Deann Blausey

2070107250

March Status Report

Other PT media day interviews:

KISS FM, Los Angeles, 'Vic the Brick'
KLOS FM, Los Angeles, Joe Benson
Reading Times, Terry Bickhart
Vancouver Sun, Mike Beamish
Toronto Star, Rick Matsumato

* Long Beach Guest Chef Luncheon (April 11)

+ The following journalists attended the Luncheon:

Marya Alexander, Solo Dining Savvy (Food)
Debbie Arrington, Long Beach Press Telegram (Food)
Ron Beaces, ABC Television
Joe Benson, KLOS FM Radio
Gavin Bodell, ESPN RPM 2Night
Bonnie Churchill, L.A. Times Syndicate, WOR FM, KFWB AM Radio (Food)
Corena Dusek, Autoweek
Lewis Frank, Reuters
Chuck Gerber, OCC Sports
Gary Gerould, Freelance (Food)
Kurt Helin, Grunion Gazette
Ron Hussey, Automobile Magazine
Judy Kilpatrick, Restaurant Reviewer (Food)
Robert Kilpatrick, Kilpatrick Letter (Food)
Marlo Klain, RPM 2Night
Jorge Koechlin, ESPN Automundo
Dennis Latta, Albuquerque Journal
Darren Leon, Antelope Valley Press (Food)
Preston Lerner, Automobile Magazine
Deb Luginbuhl
Dutch Mandel, Autoweek
Leon Mandel, Autoweek
Bruce Martin, UPI
Fred Mensinga, Culinary Trends (Food)
Dennis Morman, Toronto Star
Chris Naylor, Gault Millau Food Guide (Food)
Steve Parker, KTLA TV (WB) Channel 5
Charles Perry, Los Angeles Times (Food)
Anne Profit, Car and Driver Magazine
Dan Proudfoot, Toronto Sun
Jim Roeder, RPM 2Night
Diane Rozas, Cooking Light Magazine (Food)
Nate Ryan, San Bernardino Sun
Harry Saltzgaver, Grunion Gazette (Features)
Lee Scheide, Orange County Register
Danny Sullivan, ABC Sports/DJS Racing
Brenda Sullivan, ABC Sports/DJS Racing
Mark Vaughn, Autoweek
George Webster, National Speedsport News
John Woolard, Long Beach Press Telegram (Features)
Scott Woodward, E! Entertainment Television

2070107251

Page 5.
March Status Report

Emily Young, L.A. Times Magazine
John Zimmerman, Racer Magazine

+ The following journalists interviewed chef Michel Richard:

Los Angeles Times, Charles Perry
Long Beach Press Telegram, Debbie Arrington
L.A. Times Syndicate (Food), Bonnie Churchill
Deb Luginbuhl, ABC TV
Culinary Trends, Fred Mensinga
Gault Millau Food Guide, Chris Naylor
Solo Dining Savvy, Marya Alexander
Cooking Light, Diane Rozas
Long Beach Press Telegram, John Woolard

+ AUJ/PT fulfilled requests by the following electronic media outlets:

E! Entertainment Television, Scott Woodward
ABC Sports

Photo Opportunities:

- * MTP Car Arrival At LAX From Australia
 - + The following media sent photographers to LAX to photograph arrival of MTP cars:
Los Angeles Times
Long Beach Press Telegram
L.A. Daily News
Associated Press
- * Long Beach Grand Prix Celebrity Photos
 - + Serviced photos of celebrity guests at Long Beach to the following outlets:
People Magazine "Star Tracks"
Marlboro Racing News

MTP Honorary Celebrity Supporters:

- * The following celebrities attended Long Beach Grand Prix as guests MTP:
 - + Craig T. Nelson
 - + Jason Priestly
 - + Jerry Seinfeld
 - + Tim Allen
 - + Patrick Dempsey
 - + Billy Corgan
 - + Jamie Walters

Collateral Materials:

The following materials were distributed to the media during the Long Beach Grand Prix.

- + 72 pads
- + 72 pens
- + 100 credential holders & strings
- + 72 t-shirts
- + 250 lapel pins
- + 72 hats
- + 100 press kits and media guides

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